

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/14/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116668
Alt Order #	06218204
Deal #	
Order Flight	10/08/12 - 10/14/12

Billing Calendar	Broadcast	
Billing Type	Cash	
Special Handling	CIA - Mark PAID	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
2	WRAL	Price is Right	11a-12p	-	-	-			-		
	CLASS 2 C	ANDIDATE R9.26									
					2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	10:59 AM	PM12-123TH	\$570.00	1	1
4	WRAL CLASS 3 C	Young and the Restless CANDIDATE R9.26	4-5p								
					2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	3:59 PM	PM12-123TH	\$710.00	1	1
5	WRAL CLASS 3 C	WRAL 5am News ANDIDATE R9.26	5am - 5:30a								
				10/08/1	2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	5:14 AM	PM12-123TH	\$400.00		1
6	WRAL CLASS 4 -	WRAL 5:30AM News CANDIDATE	530-6a								
				10/08/12	2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	5:53 AM	PM12-107TH	\$250.00		1
7		CBS This Morning CANDIDATE	7am - 9am								
					2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	7:55 AM	PM12-123TH	\$175.00		1
8	WRAL CLASS 2 C	Price is Right ANDIDATE R9.26	11a-12p								
				10/08/1	2 to 10/14/12	1x	1				
	WRAL			M	10/08/12	:30	10:59 AM	PM12-123TH	\$570.00		1
9	WRAL CLASS 3 C	Young and the Restless ANDIDATE R9.26	4-5p								
				10/08/1	2 to 10/14/12	1x	1				
	WRAL			M	10/08/12	:30	4:00 PM	PM12-107TH	\$710.00		1
10		WRAL 5am News ANDIDATE R9.26	5am - 5:30a								

10/08/12 to 10/14/12



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
10	WRAL	WRAL 5am News	5am - 5:30a								
		CANDIDATE R9.26									
	WRAL			M	10/08/12	:30	5:08 AM	PM12-123TH	\$400.00		1
11	WRAL	WRAL 5:30AM News	530-6a								
	GLASS 4 -	CANDIDATE		10/09/10	to 10/14/12	1x	1				
	WRAL			M	10/08/12	:30	5:28 AM	PM12-107TH	\$250.00		1
12		CBS This Morning	7am - 9am		10,00,12	.00	0.207111		Ψ200.00		•
		CANDIDATE									
				10/08/12	to 10/14/12	1x	1				
	WRAL			M	10/08/12	:30	8:46 AM	PM12-107TH	\$175.00		1
16	WRAL	WRAL 6a News Sat	6-8a								
	CLASS 4 -	CANDIDATE									
	14/5.41				to 10/14/12	1x	1-		A.F.		
	WRAL			Sa	10/13/12	:30	7:29 AM	PM12-123TH	\$150.00		1
17		CBS This Sat Morning 8-9a CANDIDATE R9.26	8-9a								
	CLASS 2 C	CANDIDATE R9.26		10/09/13	to 10/14/12	1x	1-				
	WRAL			Sa	10/13/12	:30	8:26 AM	PM12-123TH	\$665.00	<u> </u>	1
18	WRAL	Sat Hour 2	9-10p	Gu	10/10/12	.00	0.2071111	11112 123111	φοσο.σο		
		CANDIDATE R9.26	o .op								
					to 10/14/12	1x	1-				
	WRAL			Sa	10/13/12	:30	9:34 PM	PM12-107TH	\$1,110.00		1
19	WRAL	6pm News (Sun)	6-630p								
	CLASS 3 C	CANDIDATE R9.26									
					to 10/14/12	1x	<u>1</u>		4005.00		
	WRAL			Su	10/14/12	:30	6:08 PM	PM12-123TH	\$665.00		1
20		WRAL Sun Morning News	7-9a								
	ULASS 4 -	CANDIDATE		10/09/10	to 10/14/12	1.	1				
	WRAL			Su	10/14/12	1x :30	7:41 AM	PM12-123TH	\$150.00	1	1
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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
20		WRAL Sun Morning News	7-9a								
		CANDIDATE									
21		CBS Sunday Morning	9-1030a								
	CLASS 3 C	ANDIDATE R9.26									
					o 10/14/12	1x	1				
	WRAL			Su	10/14/12	:30	9:08 AM	PM12-107TH	\$535.00	1	1
24		Price is Right	11a-12p								
	CLASS 2 C	ANDIDATE R9.26									
					o 10/14/12	1x	1		*==		
	WRAL			Th	10/11/12	:30	11:29 AM	PM12-117TH	\$570.00		1
25	WRAL CLASS 3 C	Young and the Restless ANDIDATE R9.26	4-5p								
					o 10/14/12	1x	1				
	WRAL			Th	10/11/12	:30	4:30 PM	PM12-117TH	\$710.00	1	1
26		WRAL 5am News CANDIDATE R9.26	5am - 5:30a								
					o 10/14/12	1x	1				
	WRAL			Th	10/11/12	:30	4:58 AM	PM12-123TH	\$400.00	1	1
27		WRAL AM News CANDIDATE	6-7a								
					o 10/14/12	1x	1				
	WRAL			Th	10/11/12	:30	6:52 AM	PM12-117TH	\$400.00	1	1
28		CBS This Morning CANDIDATE	7am - 9am								
					o 10/14/12	1x	1				
	WRAL			Th	10/11/12	:30	8:54 AM	PM12-123TH	\$175.00		1
30		Price is Right ANDIDATE R9.26	11a-12p								
					o 10/14/12	1x	-1				
	WRAL			Tu	10/09/12	:30	10:59 AM	РМ12-117ТН	\$570.00		1



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31	WRAL Young and the Restless	4-5p								_
	CLASS 3 CANDIDATE R9.26									
				2 to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	3:58 PM	PM12-117TH	\$710.00	1	1
32	WRAL WRAL 5am News CLASS 3 CANDIDATE R9.26	5am - 5:30a								
				2 to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	4:58 AM	PM12-107TH	\$400.00	1	1
33	WRAL WRAL AM News CLASS 4 - CANDIDATE	6-7a								
				2 to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	6:38 AM	PM12-117TH	\$400.00		1
34	WRAL CBS This Morning CLASS 4 - CANDIDATE	7am - 9am								
			10/08/12	2 to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	8:24 AM	PM12-123TH	\$175.00	1	1
37	WRAL Price is Right CLASS 2 CANDIDATE R9.26	11a-12p								
			10/08/12	2 to 10/14/12	1x	1				
	WRAL		W	10/10/12	:30	10:59 AM	PM12-123TH	\$570.00	1	1
38	WRAL Young and the Restless CLASS 3 CANDIDATE R9.26	4-5p								
			10/08/12	2 to 10/14/12	1x	1				
	WRAL		W	10/10/12	:30	4:00 PM	PM12-107TH	\$710.00		1
39	WRAL WRAL 5am News CLASS 3 CANDIDATE R9.26	5am - 5:30a								
			10/08/12	2 to 10/14/12	1x	1				
	WRAL		W	10/10/12	:30	5:09 AM	PM12-123TH	\$400.00	1	1
40	WRAL WRAL 5:30AM News CLASS 4 - CANDIDATE	530-6a								



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40	WRAL	WRAL 5:30AM News	530-6a	•			•	•	•	•	
		CANDIDATE									
	WRAL			W	10/10/12	:30	5:53 AM	PM12-123TH	\$250.00		1
41	WRAL	CBS This Morning	7am - 9am								
	CLASS 4 -	CANDIDATE					_				
	MDAI			10/08/12 W	2 to 10/14/12	1x	1	PM12-107TH	ф17F 00		
40	WRAL		44.440	VV	10/10/12	:30	8:29 AM	PM12-10/1H	\$175.00		1
43	WRAL	Late News	11-1135p								
	GLASS 4 -	CANDIDATE		10/09/10	2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	11:26 PM	PM12-107TH	\$650.00	1	1
45	WRAL	Noon News	12p-1p	•	10/12/12	.00	11.201 W	11112 107111	ψ030.00	•	•
73		CANDIDATE R9.26	120-10								
	01/100000	71142127112 110.20		10/08/12	2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	12:43 PM	PM12-123TH	\$535.00		1
46	WRAL	CBS Daytime (1:30-4P)	130-4p								
		CANDIDATE R9.26	•								
					2 to 10/14/12	1x	1				
	WRAL			F	10/12/12	:30	1:28 PM	PM12-117TH	\$360.00		1
47	WRAL	5:00 First News	5-530p								
	CLASS 3 C	CANDIDATE R9.26									
					2 to 10/14/12	1x	1		4		
	WRAL			F	10/12/12	:30	5:27 PM	PM12-107TH	\$1,780.00		1
52	WRAL	Late News	11-1135p								
	CLASS 4 -	CANDIDATE		40/00/40	3.1- 40/44/40	4	1				
	WRAL			10/08/12 M	2 to 10/14/12 10/08/12	1x :30	1 11:34 PM	PM12-123TH	\$650.00	<u> </u>	
E0		David Lattermen	1105m 1007a	IVI	10/06/12	.30	11.34 FIVI	PM12-1231H	φου.υι		Į.
53	WRAL	David Letterman CANDIDATE	1135p-1237a								
	ULA33 4 -	CANDIDATE		10/08/13	2 to 10/14/12	2x	2				
	WRAL			M	10/08/12	:30	11:50 PM	PM12-117TH	\$115.00)	2
			We	•••				was taken from the program		•	_



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53	WRAL	David Letterman	1135p-1237a	-					_		
		CANDIDATE									
	WRAL			М	10/08/12	:30	12:00 AM	PM12-123TH	\$115.00		1
54	WRAL	Noon News	12p-1p								
	CLASS 3 C	CANDIDATE R9.26		10/09/12	to 10/14/12	1x	1				
	WRAL			M	10/08/12	:30	12:28 PM	PM12-107TH	\$535.00		1
55		CBS Daytime (1:30-4P)	130-4p		10/00/12	.00	12.201 111		φοσο.σσ		•
00		CANDIDATE R9.26	100 1 p								
				10/08/12	to 10/14/12	1x	1				
	WRAL			M	10/08/12	:30	2:59 PM	PM12-123TH	\$360.00		1
56	WRAL	6pm News (M-F)	6-630p								
	CLASS 3 C	CANDIDATE R9.26									
	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				to 10/14/12	1x	1		44.44		
	WRAL			М	10/08/12	:30	6:12 PM	PM12-117TH	\$2,225.00		1
57	WRAL	Late News	11-1135p								
	CLASS 4 -	CANDIDATE		10/09/10	to 10/14/12	1x	1-				
	WRAL			Sa	10/13/12	:30	11:24 PM	PM12-117TH	\$650.00		1
58	WRAL	7pm News	7-730p	Oa	10/10/12	.00	11.241 101	11112 117 111	φ030.00		
00		CANDIDATE	7 700p								
				10/08/12	to 10/14/12	1x	1-				
	WRAL			Sa	10/13/12	:00			\$175.00	Credited	1
59	WRAL	Sat Hour 1	8-9p								
	CLASS 3 C	CANDIDATE R9.26									
					to 10/14/12	1x	1-				
	WRAL			Sa	10/13/12	:30	7:58 PM	PM12-123TH	\$890.00		1
60	WRAL	Sun Hour 3	10-11p								
	CLASS 3 C	CANDIDATE R9.26		10/00/10	4- 40/44/40	4	1				
	WRAL			10/08/12 Su	to 10/14/12 10/14/12	1x :30	10:36 PM	PM12-117TH	\$2,445.00		1
	VVI I/AL		Wa					was taken from the program	• •		1



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61	WRAL Late News	11-1135p						_		
	CLASS 4 - CANDIDATE									
				to 10/14/12	1x	1				
	WRAL		Su	10/14/12	:30	11:24 PM	PM12-123TH	\$650.00)	1
62	WRAL 60 Minutes	7-8p								
	CLASS 3 CANDIDATE R9.26					_				
	WDAI			to 10/14/12	1x	<u>1</u>	12 122	40.005.00		
	WRAL		Su	10/14/12	:30	7:57 PM	PM12-123TH	\$3,335.00)	1
63	WRAL Sun Hour 1	8-9p								
	CLASS 3 CANDIDATE R9.26		10/00/10	+- 40/44/40	4	1				
	WRAL		10/08/12 Su	to 10/14/12 10/14/12	1x :30	1 8:49 PM	PM12-107TH	<u></u>		
CE		44 4405	Su	10/14/12	.30	6.49 PIVI	PM12-10/1H	\$3,335.00	•	I
65	WRAL Late News CLASS 4 - CANDIDATE	11-1135p								
	CLASS 4 - CANDIDATE		10/08/12	to 10/14/12	1x	1				
	WRAL		Th	10/11/12	:30	11:30 PM	PM12-117TH	\$650.00	1	1
66	WRAL Noon News	12p-1p	•••	10/11/12	.00	11.001 11.	111111111111111111111111111111111111111	φοσο.σο		•
00	CLASS 3 CANDIDATE R9.26	12p .p								
			10/08/12	to 10/14/12	1x	1				
	WRAL		Th	10/11/12	:30	12:28 PM	PM12-123TH	\$535.00)	1
70	WRAL Late News	11-1135p								
	CLASS 4 - CANDIDATE	•								
			10/08/12	to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	11:29 PM	PM12-123TH	\$650.00)	1
71	WRAL David Letterman	1135p-1237a								
	CLASS 4 - CANDIDATE	•								
				to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	12:12 AM	PM12-107TH	\$115.00		1
72	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R9.26									



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72	WRAL Noon News	12p-1p	<u>-</u>				_			<u> </u>
	CLASS 3 CANDIDATE R9.26							•		
	WRAL		Tu	10/09/12	:30	12:37 PM	PM12-123TH	\$535.00		1
73	WRAL 5:30 News CLASS 4 - CANDIDATE	530-6p								
	CLASS 4 - CANDIDATE		10/00/10	2 to 10/14/12	1x	-1				
	WRAL		Tu	10/09/12	:30	5:39 PM	PM12-123TH	\$550.00	1	1
76	WRAL Late News	11-1135p		10/00/12	.00	0.00 1 111		φοσο.σο		·
. •	CLASS 4 - CANDIDATE									
			10/08/12	2 to 10/14/12	1x	1				
	WRAL		W	10/10/12	:30	11:13 PM	PM12-117TH	\$650.00		1
77	WRAL David Letterman	1135p-1237a								
	CLASS 4 - CANDIDATE									
	MDAI			2 to 10/14/12	1x	1	12 122	4115.00		
	WRAL	40.4	W	10/10/12	:30	12:30 AM	PM12-123TH	\$115.00		1
78	WRAL Noon News CLASS 3 CANDIDATE R9.26	12p-1p								
	CLASS 3 CANDIDATE R9.26		10/08/12	2 to 10/14/12	1x	1				
	WRAL		W	10/10/12	:30	12:37 PM	PM12-107TH	\$535.00		1
79	WRAL CBS Daytime (1:30-4P)	130-4p		. 0, . 0, . =	.00			φσσ.σσ		•
	CLASS 3 CANDIDATE R9.26									
				2 to 10/14/12	1x	1				
	WRAL		W	10/10/12	:30	2:59 PM	PM12-123TH	\$360.00		1
80	WRAL 5:00 First News	5-530p								
	CLASS 3 CANDIDATE R9.26									
	MDAI			2 to 10/14/12	1x	1		#4 700 00		
	WRAL	4.400	W	10/10/12	:30	5:22 PM	PM12-123TH	\$1,780.00		1
82	WRAL The Insider (1-130p) CLASS 3 CANDIDATE R9.26	1-130p								
	CLASS S CANDIDATE NS.20		10/08/13	2 to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	1:11 PM	PM12-107TH	\$335.00		1
		We	warrant that the a				was taken from the program	•		•



Line Channel Description

Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Time

Day

Date

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1				
Invoice Date	10/14/12				
Invoice Month	October 2012				
Invoice Period	10/01/12 - 10/14/12				

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

	Order #	116668				
	Alt Order #	06218204				
	Deal #					
	Order Flight	10/08/12 - 10/14/12				

Billing Calendar	Broadcast			
Billing Type	Cash			
Special Handling	CIA - Mark PAID			

Ad-ID

Rate

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Reconciliation

LIIIE	•	Time	Day	Date	Lengu	I All Tille	Au-ID	nate	neconcination	nei #
82	WRAL The Insider (1-130p)	1-130p								
	CLASS 3 CANDIDATE R9.26									
83	WRAL The Doctors	10-11AM								
	CLASS 3 CANDIDATE R9.26									
			10/08/12	to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	10:20 AM	PM12-117TH	\$335.00		1
84	WRAL CBS Daytime (1:30-4P)	130-4p								
	CLASS 3 CANDIDATE R9.26					_				
				to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	2:59 PM	PM12-123TH	\$360.00		1
85	WRAL 5:30 News CLASS 4 CANDIDATE R9.26	530-6p								
			10/08/12	to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	5:53 PM	PM12-117TH	\$550.00		1
86	WRAL WRAL AM News CLASS 4 CANDIDATE R9.26	6-7a								
			10/08/12	to 10/14/12	2x	F				
	WRAL		F	10/12/12	:30	6:24 AM	PM12-117TH	\$400.00		1
	WRAL		F	10/12/12	:30	6:59 AM	PM12-123TH	\$400.00		2
87	WRAL Inside Edition CLASS 3 CANDIDATE R9.26	7-730P								
			10/08/12	to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	7:22 PM	PM12-123TH	\$975.00		1
88	WRAL Entertaiment Tonight CLASS 3 CANDIDATE R9.26	730-8P								
			10/08/12	to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	7:39 PM	PM12-123TH	\$975.00		1
89	WRAL Dr. Phil CLASS 3 CANDIDATE R9.26	9-10a								
			10/08/12	to 10/14/12	1x	F				
	WRAL		F	10/12/12	:30	9:11 AM	PM12-107TH	\$335.00	•	1



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

CLASS 3 CANDIDATE R9.26



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/14/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116668
Alt Order #	06218204
Deal #	
Order Flight	10/08/12 - 10/14/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
90	WRAL	The Insider (1-130p)	1-130p	-			_				
	CLASS 3 C	CANDIDATE R9.26									
					2 to 10/14/12	1x	M				
	WRAL			М	10/08/12	:30	1:10 PM	PM12-123TH	\$335.00)	1
91	WRAL	The Doctors	10-11AM								
	CLASS 3 C	CANDIDATE R9.26									
					2 to 10/14/12	1x	M		4005.00		
	WRAL			М	10/08/12	:30	10:25 AM	PM12-117TH	\$335.00)	1
92		CBS Daytime (1:30-4P)	130-4p								
	CLASS 3 C	CANDIDATE R9.26		10/09/1	2 to 10/14/12	1x	M				
	WRAL			M	10/08/12	:30	2:28 PM	PM12-117TH	\$360.00		1
93	WRAL	5:30 News	530-6p	IVI	10/00/12	.50	2.20 1 101	PMIZ-II/ IN	ψ300.00	,	
93		CANDIDATE R9.26	550-op								
	CLASS 4 C	ANDIDATE N9.20		10/09/1	2 to 10/14/12	1x	M				
	WRAL			M	10/08/12	:30	5:44 PM	PM12-123TH	\$550.00		1
94		WRAL AM News	6-7a	IVI	10/00/12	.00	3.44 I W	FMIZ-IZJIII	φοσο.στ	,	ı
94		CANDIDATE R9.26	0-1 a								
	OLASS 4 C	ANDIDATE N9.20		10/08/1	2 to 10/14/12	2x	M				
	WRAL			M	10/08/12	:30	6:08 AM	PM12-117TH	\$400.00		1
	WRAL			M	10/08/12	:30	6:28 AM	PM12-123TH	\$400.00		2
95		Inside Edition	7-730P		. 0, 00, .=	.00	0.207		ψ.00.00		_
55		CANDIDATE R9.26	7 7001								
	02/100/0/0	7 (1 VD 1 D 7 (1 E 1 10 . E 0		10/08/1	2 to 10/14/12	1x	M				
	WRAL			M	10/08/12	:30	7:21 PM	PM12-123TH	\$975.00)	1
96	WRAL	Entertaiment Tonight	730-8P		. 0, 00, .=	.00			ψυ. σ.σ.σ		•
		CANDIDATE R9.26	700 01								
	01,0000			10/08/1	2 to 10/14/12	1x	M				
	WRAL			M	10/08/12	:30	7:42 PM	PM12-107TH	\$975.00)	1
97		Dr. Phil	9-10a						41.0.00		•
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Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/14/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116668
Alt Order #	06218204
Deal #	
Order Flight	10/08/12 - 10/14/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
97	WRAL	Dr. Phil	9-10a		•	•	•		•		<u> </u>
	CLASS 3 C	CANDIDATE R9.26									
	MOAL			10/08/12 to			M		#00F 00		
	WRAL		 00	M	10/08/12	:30	9:59 AM	PM12-123TH	\$335.00		1
98		7pm News CANDIDATE R9.26	7-730p								
	CLASS 4 C	ANDIDATE R9.26		10/08/12 to	10/14/12	1x	S-				
	WRAL			Sa	10/13/12	:30	7:29 PM	PM12-107TH	\$175.00		1
99	WRAL	Sat Hour 1	8-9p	Ou	10/10/12	.00	7.20 1 101		ψ170.00		·
00		CANDIDATE R9.26	o op								
				10/08/12 to	10/14/12	1x	S-				
	WRAL			Sa	10/13/12	:30	8:33 PM	PM12-123TH	\$890.00		1
100	WRAL	Face The Nation 1030-1130	1030-1130								
	CLASS 4 C	CANDIDATE R9.26									
				10/08/12 to		1x	S		4000		
	WRAL			Su	10/14/12	:30	11:23 AM	PM12-117TH	\$200.00		1
101		The Insider (1-130p)	1-130p								
	CLASS 3 C	CANDIDATE R9.26		10/08/12 to	10/14/12	1x	T				
	WRAL			Th	10/11/12	:30	1:17 PM	PM12-123TH	\$335.00		1
102		The Doctors	10-11AM	•••	10/11/12	.00	,	111111111111111111111111111111111111111	φοσο.σσ		·
		CANDIDATE R9.26	10 117								
				10/08/12 to	10/14/12	1x	T				
	WRAL			Th	10/11/12	:30	10:55 AM	PM12-107TH	\$335.00		1
103	WRAL	CBS Daytime (1:30-4P)	130-4p								
	CLASS 3 C	CANDIDATE R9.26									
				10/08/12 to		1x	T				
	WRAL			Th	10/11/12	:30	2:59 PM	PM12-107TH	\$360.00		1
105	WRAL	5:30 News	530-6p								
	ULASS 4 C	CANDIDATE R9.26									



Line Channel Description

Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Time

Day

Date

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1					
Invoice Date	10/14/12					
Invoice Month	October 2012					
Invoice Period	10/01/12 - 10/14/12					

Station	WRAL			
Account Executive	Cheryl Blair			
Sales Office	Washington Telerep			
Sales Region	National			

Order #	116668					
Alt Order #	06218204					
Deal #						
Order Flight	10/08/12 - 10/14/12					

Billing Calendar	Broadcast			
Billing Type	Cash			
Special Handling	CIA - Mark PAID			

Ad-ID

Rate

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Reconciliation

LIIIe	Chamile Description	lille	μυαy	Date	Lengu	I All Tille	Au-ID	nate neconcil	alion nei #
105	WRAL 5:30 News	530-6p							
	CLASS 4 CANDIDATE R9.26	-							
	WRAL		Th	10/11/12	:30	5:54 PM	PM12-123TH	\$550.00	1
106	WRAL Inside Edition	7-730P							
	CLASS 3 CANDIDATE R9.26								
			10/08/12	2 to 10/14/12	1x	T			
	WRAL		Th	10/11/12	:30	7:26 PM	PM12-123TH	\$975.00	1
107	WRAL Entertaiment Tonight	730-8P	•••			0		φο. ο.οο	•
107	CLASS 3 CANDIDATE R9.26	750-01							
	OLAGO O GANDIDATE 119.20		10/09/11	2 to 10/14/12	1x	T			
	WRAL			10/11/12	:30	7:56 PM	PM12-107TH	\$975.00	1
100		0.10-	111	10/11/12	.50	7.30 1 101	FM12-107 III	φ973.00	'
108		9-10a							
	CLASS 3 CANDIDATE R9.26		10/00/1			_			
	WDAL			2 to 10/14/12	1x	T	12 122	# 005.00	
	WRAL		Th	10/11/12	:30	9:23 AM	PM12-123TH	\$335.00	1
109	WRAL The Insider (1-130p)	1-130p							
	CLASS 3 CANDIDATE R9.26								
				2 to 10/14/12	1x	-T			
	WRAL		Tu	10/09/12	:30	1:26 PM	PM12-107TH	\$335.00	1
110	WRAL The Doctors	10-11AM							
	CLASS 3 CANDIDATE R9.26								
			10/08/12	2 to 10/14/12	1x	-T			
	WRAL		Tu	10/09/12	:30	10:38 AM	PM12-123TH	\$335.00	1
111	WRAL CBS Daytime (1:30-4P)	130-4p							
	CLASS 3 CANDIDATE R9.26								
			10/08/12	2 to 10/14/12	1x	-T			
	WRAL		Tu	10/09/12	:30	1:59 PM	PM12-123TH	\$360.00	1
112	WRAL 5:30 News	530-6p						********	·
112	CLASS 4 CANDIDATE R9.26	300-0p							
	OLIGO - OMNDIDATE 110.20		10/08/11	2 to 10/14/12	1x	-T			
	WRAL		Tu	10/09/12	:30	5:53 PM	PM12-107TH	\$550.00	1
	**! !! !!	**					was taken from the program l	'	ı



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/14/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116668
Alt Order #	06218204
Deal #	
Order Flight	10/08/12 - 10/14/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
112		5:30 News	530-6p				-	-			
		ANDIDATE R9.26									
113		Prime Access Specials	7-9pm								
	CLASS 3 C	ANDIDATE R9.26									
				10/08/12 to		1x	-T		*		
	WRAL			Tu	10/09/12	:30	7:29 PM	PM12-117TH	\$975.00		1
114		Entertaiment Tonight ANDIDATE R9.26	730-8P								
				10/08/12 to		1x	-T				
		Prime Access Specials	7-9pm	Tu	10/09/12	:30	7:06 PM	PM12-123TH	\$975.00		1
115		Dr. Phil ANDIDATE R9.26	9-10a								
				10/08/12 to		1x	-T				
	WRAL			Tu	10/09/12	:30	9:12 AM	PM12-107TH	\$335.00		1
116		The Insider (1-130p) ANDIDATE R9.26	1-130p								
				10/08/12 to		1x	W		•		
	WRAL			W	10/10/12	:30	1:17 PM	PM12-123TH	\$335.00		1
117		The Doctors ANDIDATE R9.26	10-11AM								
				10/08/12 to		1x	W		•		
	WRAL			W	10/10/12	:30	10:32 AM	PM12-117TH	\$335.00		1
118		CBS Daytime (1:30-4P) ANDIDATE R9.26	130-4p								
				10/08/12 to		1x	W				
	WRAL			W	10/10/12	:30	1:59 PM	PM12-117TH	\$360.00		1
119		5:30 News ANDIDATE R9.26	530-6p								
				10/08/12 to	10/14/12	1x	W				
	WRAL			W	10/10/12	:30	5:53 PM	PM12-117TH	\$550.00		1



Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor	
Product	MCCRORY 10/08	
Estimate Number	C08C14	Ī

Invoice #	116668-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/14/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116668
Alt Order #	06218204
Deal #	
Order Flight	10/08/12 - 10/14/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
120	WRAL	Inside Edition	7-730P			•	•	•	•	•	
	CLASS 3 (CANDIDATE R9.26									
					to 10/14/12	1x	W				
	WRAL			W	10/10/12	:30	7:12 PM	PM12-123TH	\$975.00		1
121	WRAL	Entertaiment Tonight	730-8P								
	CLASS 3 (CANDIDATE R9.26									
	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				to 10/14/12	1x	W		4075.00		
	WRAL			W	10/10/12	:30	7:42 PM	PM12-107TH	\$975.00		1
122	WRAL	Dr. Phil	9-10a								
	CLASS 3 (CANDIDATE R9.26		10/00/10							
	MDAI			10/08/12 W	to 10/14/12	1x	W		ФООТ ОО		
400	WRAL		500.0	VV	10/10/12	:30	9:59 AM	PM12-123TH	\$335.00)	ı
123	WRAL	WRAL 5:30AM News	530-6a								
	CLASS 4 -	CANDIDATE		10/09/10	to 10/14/12	1x	-1				
	WRAL			Tu	10/09/12	:30	5:38 AM	PM12-123TH	\$250.00	1	1
124	WRAL	CRIMINAL MINDS	1135-1235XM	Tu	10/03/12	.00	3.50 AW	FMIZ-125III	Ψ230.00	,	
127		CANDIDATE R9.26	1133-1233AW								
	OLAGO + (SANDIDATE 113.20		10/08/12	to 10/14/12	1x	S-				
	WRAL			Sa	10/13/12	:30	11:53 PM	PM12-123TH	\$95.00		1
125	WRAL	David Letterman	1135p-1237a						,		
0		CANDIDATE R9.26	p								
				10/08/12	to 10/14/12	1x	T				
	WRAL			Th	10/11/12	:30	12:30 AM	PM12-123TH	\$115.00)	1
126	WRAL	Letterman Friday	1205x-107x								
	CLASS 4 (CANDIDATE R9.26									
				10/08/12	to 10/14/12	1x	F				
	WRAL			F	10/12/12	:30	12:45 AM	PM12-117TH	\$85.00		1
127	WRAL	WRAL 5:30AM News	530-6a								
	CLASS 4 -	CANDIDATE									



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Λ al a . ut. a a . u	Det McCrew for Covernor
Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/08
Estimate Number	C08C14

Invoice #	116668-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/14/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116668
Alt Order #	06218204
Deal #	
Order Flight	10/08/12 - 10/14/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
127	WRAL	WRAL 5:30AM News	530-6a								
	CLASS 4 -	CANDIDATE									
	WRAL			Th	10/11/12	:30	5:29 AM	PM12-107TH	\$250.00		1
128		WRAL 5:30AM News CANDIDATE	530-6a								
				10/08/12 to	0 10/14/12	1x	1				
	WRAL			W	10/10/12	:30	5:28 AM	PM12-117TH	\$400.00		1
			Aired Spots	106							

\$62,590.00 Gross Total

Agency Commission \$9,388.50

Net Amount Due Payment Terms 30 Days \$53,201.50